

## ABERDEEN CITY COUNCIL

### ALEO – ANNUAL REPORT

<b>ORGANISATION:</b>	Sport Aberdeen
<b>REPORT COMPLETED BY:</b>	Alistair S Robertson, Managing Director Jill Franks, Director of Customer and Commissioning
<b>DATE:</b>	13 <sup>th</sup> September 2021

#### SECTION 1 - Outcomes and outputs

**Please provide a qualitative summary of outcomes, outputs, activities undertaken and progress made to date:**

##### **Awards and Accreditation Achieved During 2020/21**

###### **Awards Success**

- ACHSCP Heart Awards 2020 – Team Aberdeen Winner – Active Lifestyles
- Northern Star Business Awards 2020 – Making the Difference – Highly commended Sport Aberdeen
- Community Leisure UK Awards 2020 – Outstanding Volunteer Finalist – Alex Soaris
- Virtual Society Awards 2020 – Fitness, Health and Wellbeing Award of the Year – Finalist Sport Aberdeen

###### **Accreditations**

- Armed Forces Employer Recognition Scheme (ERS) Silver Award – Ministry of Defence;
- Certificate of School Engagement – Developing the Young Workforce of NE Scotland (DYW);
- Disability Confident Committed Employer – Disability Confident (NH Government)

Based on the **Sport Aberdeen Business Plan 2019/20 – 2020/21** the following summarises the key achievements under each of the 5 P's.

###### **Participation Overview**

**“We believe that everyone is entitled to enjoy the benefits of leading an active and healthy life through participation in sport and physical activity. A key focus is placed on assisting the least active to engage in activity, resulting in an increase in participation of 1% and a growth in Get active members to 10,000.”**

- 354,650 recorded to Sport Aberdeen city-wide venues;
- 5,549 Get active members at 31<sup>st</sup> March 2021;
- 3,331 Active Lifestyles participations;
- 1,174 participations in over 91 Walk Aberdeen social walks;
- 100,400 rounds of golf played on Golf Aberdeen courses;
- 4,831 Adventure Aberdeen participants, of which 274 had additional support needs;
- 17,984 Adventure Aberdeen Snowsports Centre attendances;
- 337 Aquatics Aberdeen classes;
- 3,714 attendees throughout our range of Coached Programmes;
- 20,954 Tennis Aberdeen participants.

###### **Places Overview**

**“By Investing in and modernising our facilities and venues, we can have the greatest impact on the people and communities we serve. We aim to create an environment where people can easily engage in sport and physical activity and enjoy leading a healthy lifestyle.”**

- 5 dry ski slopes renamed by our local community;
- £90,000 investment into Bucksburn Swimming Pool [ACC funded];
- £70,000 investment into Get active @ Beach Leisure Centre;
- £70,000 investment into Golf Aberdeen's winter improvement programme;
- £20,000 invested into Adventure Aberdeen Snowsports Centre;
- £10,000 invested into Adventure Speyside facility improvements;
- £459,000+ invested into community venues.

### Partnerships Overview

**“Through effective partnerships working with a wide range of people, organisations and agencies, we can broaden our reach and create opportunities for more people to lead active lifestyles.”**

- 10 years of partnership with **Aberdeen City Council**, saving in the order of £11.0m in NNDR and other fiscal savings;
- 73 virtual winter pulmonary rehabilitation classes delivered in partnership with **NHS Grampian**;
- 10 Sport Aberdeen venues offering free sanitary products in partnership with **CFine**;
- £300,000 invested into grounds maintenance equipment by **idverde**, the company's grounds maintenance contractor;
- 250 activity packs provided by **SPACE and Children 1<sup>st</sup>** for looked after and cared for children;
- 5 bikes from **Barnardo's** Linksfield Residential Care Home were serviced free of charge;
- Strategic relationship formed with Bon Accord Care to offer support during pandemic.

### People Overview

**“Through investing in the personal and professional development of our employees and volunteers we can enhance the scope of services offered to local participants, customers and communities. We aspire to be the employer of choice for those seeking a career in sport and physical activity in Aberdeen, strengthening our presence across multiple platforms with one core aim: to get more people more active.”**

- 1,492 hours volunteered at Hazlehead Golf Club;
- 10 Employees participating in Management Development Programmes;
- 2 RGU Students completed Marketing and Communication Internships;
- 35 furloughed staff took on volunteer or secondment roles during lockdown;
- Over 600 staff training sessions;
- 524 staff placed on furlough in May leaving a skeleton crew to plan recovery operations;
- 49 un-furloughed staff volunteered to support Bon Accord Care in care homes and the NHS;
- 14 staff seconded to support Schools service – key workers and children with special needs;

### Process Overview

**“ By investing in the continuous improvement of processes across the company, delivering quality, excellence, efficiency and effectiveness in our capacity as a charitable organisation, allows us to have the greatest impact on the people and communities we serve.”**

- 170 staff moved seamlessly to home working arrangements at the start of the pandemic;
- 7,204 customers signed up to our new online booking system, MySportAberdeen;
- New online golf booking system introduced;
- New digital module enabling for automatic anonymisation and deletion of data introduced in December 2020;
- Enhanced email security solution implemented, resulting in 39,421 spam / phishing emails detected and 450 emails containing malware blocked over 4-month period (December 2020 – March 2021);
- Roll out of Microsoft Teams replacing Skype for Business;

- Roll out of enhanced cyber security training to all staff, with regular testing through random test phishing emails sent to all staff at varying times throughout the year. In the last quarter of 2020/21, 1,214 phishing emails were sent, with only 36 staff failing to identify the email as suspicious. In these cases the training is to be repeated.

**Performance indicators:**

This is the quantitative progress you have made in meeting targets over the year. These were agreed in your business plan / development plan and should be confirmed in your first quarterly meeting with your Lead Officer  
**PLEASE DO NOT CHANGE THE BASELINE OR TARGET FIGURES.**

**Please complete all boxes**

INDICATOR	ACHIEVED 19/20	TARGET 20/21	ACHIEVED 20/21
<b>VENUE PARTICIPATION</b>			
<b>Participation – total visits</b> (Usually based on a 1% increase year on year – not relevant for 2019/20). Please see <b>Appendix A – KPI’s 2020/21</b> for further breakdown	1,403,249	N/A (Covid-19)	354,650
<b>Aberdeen Snowsports Centre</b>			
Total participations	33,607	N/A	17,984
<b>Adventure Aberdeen</b>			
Total number of sessions delivered	1,195	N/A	605
Number of sessions – Secondary	95	N/A	0
Number of sessions - Primary	422	N/A	216
Number of sessions – ASN	338	N/A	47
Total number of participations	15,230	N/A	4,723
Total number of participations – Primary	7,734	N/A	2,048
Total number of participations - ASN	1,364	N/A	189
Attendance at public events	91	N/A	128
Total number of participations at public events	2,417	N/A	1,241
School holiday Programmes – total sessions	87	N/A	39
Holiday Programmes – ages 3 – 8 years	28	N/A	13
Holiday Programmes – ages 3 – 8 years – participations	220	N/A	53
Holliday Programmes – ages 9 – 16 years	59	N/A	26

Holiday Programmes – ages 9 – 16 years – participations	1,045	N/A	210
Community Projects – total sessions	100	N/A	142
Community Sessions – total participations	556	N/A	793
Duke of Edinburgh / Bike Ability Schemes – Training Sessions	46	N/A	22
Duke of Edinburgh / Bike Ability Schemes – Training participations	1,156	N/A	334
<b>ACTIVE SCHOOLS</b>			
Due to the national and local Covid-19 regulations, delivery of the usual Active Schools Programme has not been possible during 2020/21. Whilst funding continued Active Schools staff supported ACC activities in other ways.			
<b>Community Sports Hubs</b>			
Number of Community Sports Hubs across the city	5	N/A	5
Number of coaches	N/A	N/A	N/A
Number of clubs	24	N/A	24
Number of club members	N/A	N/A	N/A
Number of club members – female	N/A	N/A	N/A
Number of club members - male	N/A	N/A	N/A
<b>Healthy and Active Communities</b>			
<b>Training Courses (Winter Pulmonary Rehabilitation Programme delivered in conjunction with NHSG and ACHSCP)</b>			
Walk leader Virtual Leader Training (Autumn 2020)			1
Health Behaviour Change (Level 1) (eLearning)			1
Health Behaviour Change (Level 2) (eLearning)			1
Encouraging and Enabling Physical Activity (eLearning)			1
GDPR Training (e Learning)			1
NHSG Pulmonary Rehabilitation CPD (virtual classroom)			1
Winter Pulmonary Rehabilitation Training (Virtual)			1
<b>Walk Aberdeen Participation (October – December 2020 when Covid-19 restrictions permitted face to face delivery)</b>			
Number of Social Walking Groups	14		8
Number of sessions	530		91
Number of participations	7,137		1,174

Average number of walkers per session	13.5		13
<b>Move More Aberdeen Participation (Programme delivered when covid-19 restrictions permitted and included Winter Pulmonary Rehabilitation for people with breathing conditions and Stable and Able / Falls Prevention classes)</b>			
Number of Long-Term Conditions with specific activity Programmes	7		8
Number of referrals received	283		65
Number of opportunities	21		13
Number of sessions	878		156
Number of participations	6,188		484
Average participants per session	7		3
<b>Active Lifestyles Participation (Including Active Ageing)</b>			
Number of opportunities	77		45
Number of sessions	3,032		424
Number of participations	27,812		3,331
Average participants per session	9		8
<b>Total Healthy Communities Participation</b>			
Number of opportunities	112		6
Number of sessions	4,440		671
Number of participations	41,137		4,989
Average participants per session	9.25		7.4
<b>Golden Games – delivered virtually with on-demand classes, exercise cards and resources via Getactive@home webpage</b> 80 activities	925		4 activity cards 4 on-demand videos 4 partners testimonial videos 4 ambassador testimonials

<b>Get active / Golf</b>				
Individuals		8,041	N/A	5,549
Active Workforce		1,683	N/A	
<b>Coached Programmes</b>				
<b>Coached Programme</b>	<b>2020/21 Juniors (per week)</b>	<b>2020/21 Adults (per week)</b>	<b>2020 /21 TOTAL (per week)</b>	
Aquatics	1423	24	<b>1447</b>	
Gymnastics	284	0	<b>284</b>	
Tennis	270	0	<b>270</b>	
Skating	343	21	<b>364</b>	
Snowsports	520	26	<b>546</b>	
<b>TOTAL</b>	<b>2840</b>	<b>71</b>	<b>2911</b>	

**If you have not met the targets set please give any reasons or explanation for this:**

This reporting year has been a year like no other. Due to the Covid-19 pandemic all leisure venues closed and when they reopened they had to operate within revised protocols including, reduced opening hours and reduced capacities all of which have contributed to a performance which confirms targets have not been met.

However, the company adapted to deliver what it could virtually as well as supporting partner organisations and others in need. Thankfully, there was a phenomenal response from members as activities and programmes were permitted to restart. The company is rightly proud of its response and the support provided to the city during this time – an impact which can't be measured by KPI's alone. The remainder of this submission sets out the substantial contribution that the company made elsewhere.

**Please provide a summary of particular successes or case studies:**

We are pleased to provide our company's annual report which sets out our key achievements for 2020/21. The report is based around our "5 P's" of the business plan and also sets out how the company responded to the Covid-19 pandemic, supported key partners during the year and at the same time ensured the on-going viability and sustainability of the company, as a business and as a charity. We are extremely grateful that ACC made its grant support in full despite the limitation on services provided, without which the company would not have survived.

The annual report is attached as Appendix B.

**Please provide a summary of any problems or issues that have required attention or action:**

**Covid-19 response** – the company was required to maintain an active awareness and understanding of UK and Scottish Government guidance and specific national governing bodies of sport guidance applicable to various activities throughout the Covid-19 levels. In order to do so, a cross-company group met (remotely) to set out what was permissible and the specific arrangements that needed to be put in place to be safe, clean, ready for customers.

**Building Back as a Sustainable Business** – with the restrictions placed once the country began to work its way through the Covid-19 levels, an intense level of scrutiny of all aspects of the business was necessary to ensure that service and programme activation were carried out in a manner which did not result in financial instability. A structured approach was taken, reopening services at a level consistent with operating guidelines, customer demand and financial viability. Regrettably, not all facilities and services were able to be re-opened, with some being restricted in their hours of operation and many programmes were not reactivated. These decisions were communicated to commissioning colleagues within ACC.

**ACC Strategies and Action Plan Priorities:**

Please provide a summary of how your activities have delivered against ACC strategies and action plan priorities.

**Aberdeen's Sports Facilities Strategy 2016 – 2026**

The above strategy sets out the vision for the sporting infrastructure for Aberdeen, which envisages a network of high quality, accessible and sustainable sport and leisure facilities, which offer inclusive services for all; enabling more residents to fulfil their potential by participating in sport and physical activity, thus improving their long-term health and wellbeing.

Building on its previous investment, Sport Aberdeen has invested approximately £1.6m into the following venue enhancements since 2018:

- **Alex Collie Gymnastics Performance Centre:** investment of £80,000 to create a dedicated gymnastics performance centre, in partnership with Scottish Gymnastics, and which forms a key hub of the gymnastics participation pathway [opened by former international gymnast Beth Tweddle].
- **Aberdeen Tennis Centre:** investment of £100,000 as part of a £230,000 scheme for the refurbishment of the outdoor tennis courts.
- **Get active @ Sheddocksley:** investment of £300,000 for the redevelopment of the indoor facilities, particularly fitness, to create a modern fit-for-purpose centre.
- **Linx Ice Arena:** £50,000 investment towards a minor refurbishment, including to the foyer, café areas, Après Lounge and changing areas.
- **MacKenzie Championship Golf Course:** investment as part of a £300,000 scheme to improve drainage

- **Other golf courses:** £70,000 in winter improvement works over and above normal winter programme.
- **Northfield Swimming Pool:** Sport Aberdeen has led the project team for the redevelopment of this facility to include fitness facilities, swimming pool refurbishment and multi-purpose areas, allied to the vision of quality, sustainable facilities.
- **Bucksburn Swimming Pool:** investment of £90,000
- **Beach Leisure Centre:** investment of £70,000
- **Adventure Aberdeen Snowsports Centre:** investment of £20,000
- **Adventure Speyside:** investment of £10,000
- **Community Venues:** investment of £459,000

### Strategy for an Active Aberdeen 2016 – 2026

The above strategy has the vision of making Aberdeen the most active city in Scotland, with a mission to Activate the City. The key strands of this strategy relate to increasing opportunities and participation in sport and physical activity, investing in the infrastructure of places (physical infrastructure) and people (communities of interest). The final aim is to be inclusive, so that everyone has the opportunity to be and stay active. These are closely linked with the aims and objectives of the Sport Aberdeen business plan and the detailed evidence for what Sport Aberdeen has achieved by increasing participation is highlighted throughout this document and particularly in the preceding sections.

### Local Outcome Improvement Plan

Sport Aberdeen has taken a lead role in coordinating and supporting the Active Aberdeen Partnership (AAP); contributing considerable expertise and in-kind resources enabling AAP to sustain active engagement throughout Community Planning Aberdeen's (CPA) multi-agency planning structure.

Sport Aberdeen is fully committed to contributing to the citywide delivery of LOIP Outcomes across each of the LOIP themes Economy; People (Children & Young People); People (Adults).

During the year, much of the work specific to supporting the achievement of LOIP aims was delayed; specifically the project relating to long term conditions stalled as a result of all partner organisations being directed to support front line Covid response. This was common to all partner agencies.

Sport Aberdeen has also committed to achieving Aberdeen City's aspiration to become recognised as an UNCRF Child Friendly City.

Active representation and resources allocated by Sport Aberdeen to CPA planning, ongoing development and delivery of LOIP Outcomes throughout the previous year is highlighted below.

### Sport Aberdeen (SA) Representation & Group Membership for 2020/21

CPA Multi-Agency Group	Sport Aberdeen's Engagement via AAP
CPA Board	Managing Director
CPA Management Group	Director of Customer & Commissioning
CPA Communications Group	Head of Marketing and Commercial Development
Sustainable Cities (OIG)	Director of Customer & Commissioning
Resilient, Included & Supported (OIG)	Director of Customer & Commissioning
Integrated Children's Services (OIG)	Virtual link; Head of Sport and Active Communities



Torry Locality Partnership	Development Manager, Active Communities
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### Local Priorities:

Please highlight where your outcomes, outputs or activities align against the priorities of the Local Outcome Improvement Plan. <https://communityplanningaberdeen.org.uk/aberdeen-city-local-outcome-improvement-plan-2016-26/>

Sport Aberdeen's strategic priorities, outcomes and activities for the period 2019/20 as defined in the organisation's business plan align to the delivery of the overall LOIP outcomes, as highlighted below.

### Sport Aberdeen Alignment to LOIP Outcomes 2020/21

**Please refer to Appendix B (annual Report) for specific case studies and data evidencing contribution / alignment**

LOIP Stretch Outcomes (Sport Aberdeen alignment/contributing towards)	Sport Aberdeen – outputs/activities	Sport Aberdeen Outcomes (as defined for 2020/21)
90% of working people in Living Wage Employment by 2026	<p>Established National Minimum Wage rate across workforce aged 16 years and above.</p> <p>100% increase on participation in SPACE project, providing pathways to employment, further education.</p>	<p>4.11 To be recognised as an employer paying the National Living Wage</p> <p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development.</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p>
90% of children and young people will report that they feel mentally well by 2026	<p>Specialist one-to-one and group sessions delivered to vulnerable children and young people during Covid-19 pandemic.</p> <p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (SPACE project; Priority Families; Active Schools;)</p>	<p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development</p> <p>1.13 Provision of mainstreamed and specialist services for children and young people who have a disability</p> <p>1.13 Increased sport and physical activity.</p> <p>1.14 Increase sport and physical activity with groups</p>

	<p>On-going transformation of Adventure Aberdeen (outdoor-education) and Adventure Speyside.</p> <p>Ongoing support provided to the Active Girls Committee (Active Schools) led by young people promoting and enabling more girls to become more physically active.</p>	<p>least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls)</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new participation in sport and physical activity.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning)</p> <p>3.2 More collaborative working</p> <p>5.4 Improved efficiency, service quality.</p> <p>5.7 Increase sport and physical activity (Active Schools Programme – Booking System)</p> <p>5.19 Greater range of sports offered within Sport Aberdeen venues</p> <p>5.19 Increase community access to our venues</p> <p>5.29 Better utilisation of resources / venues</p>	
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<p>95% of care experienced children and young people will have the same levels of attainment in education. Emotional wellbeing and positive destinations as their peers by 2026</p>	<p>243 memberships provided to looked after and care experienced children and young people- additional support provided to attend sessions via SPACE project</p> <p>107 memberships provided to priority families and kinship carers to enjoy activities across the city.</p> <p>Specialist one-to-one and group sessions delivered to vulnerable children and young people.</p> <p>Actively contributed to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p>	<p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development</p> <p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.22 Increase sport and physical activity participation by children who are looked after across the city.</p> <p>1.22 Improve health and wellbeing of children who are looked after across the city.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls)</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new participation in sport and physical activity.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning)</p>	
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		<p>3.2 More collaborative working</p> <p>5.19 Increase community access to our venues</p>	
<p>95% of children living in our priority localities will sustain a positive destination upon leaving school by 2026</p>	<p>Specialist one-to-one and group sessions delivered to vulnerable children and young people.</p> <p>Actively contributed to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p>	<p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls)</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new participation in sport and physical activity.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p> <p>5.19 Increase community access to our venues.</p>	

<p>Child Friendly city which supports all children to prosper and actively engage with their communities by 2025.</p>	<p>Actively contributed to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p>	<p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls).</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p> <p>5.19 Increase community access to our venues.</p>
<p>25% Fewer young people (under 18) charged with an offence by 2026</p>	<p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen ( SPACE Project; Priority Families; Active Schools;).</p>	<p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within</p>

	<p>Successful integration of Adventure Aberdeen (outdoor-education) and Adventure Speyside.</p>	<p>health, education and community.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p>	
<p>Healthy life expectancy (time lived in good health) is five years longer by 2026.</p>	<p>Walk Aberdeen programme across the city, increasing the number of opportunities for people to take part in high quality health walks, reactivated when safe to do so.</p> <p>Developed pathways back into sport and physical activity via Move More project for older adults and people with long term conditions.</p> <p>Distinct activities provided every week via Active Lives programme across the city generating multiple participations.</p> <p>Assist adults with a disability in Aberdeen to be more physically active through the provision of a comprehensive programme of activities.</p> <p>Increased affordable memberships across the city; generating a total of 5,549 members.</p> <p>5 community sports hubs across the city established, with 5538 club members.</p> <p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p>	<p>1.21 Increased physical activity participation.</p> <p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.20 Reduction in feelings of isolation.</p> <p>1.20 Improved health and wellbeing.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls).</p> <p>1.30 Increase sport and physical activity participation. (Support to sports clubs).</p> <p>1.30 Improve health and wellbeing. (Support to sports clubs).</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new</p>	

	<p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; supporting self-management of long-term conditions; Move More; Active Lifestyles) with operations teams supported to develop complementary programmes as part of a co-ordinated programming offer.</p> <p>Working in partnership with Paths for All, delivering supported walks across the city as part of the Sport Aberdeen Move More programme.</p> <p>Development of delivery of Winter PR programme, in conjunction with NHSG.</p>	<p>participation in sport and physical activity.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p> <p>3.11 Increased sport and physical activity participation and improved health outcomes for older adults.</p> <p>3.13 New walk clubs established across the city.</p> <p>3.13 Additional Walk Leader courses run.</p> <p>5.19 Greater range of sports offered within Sport Aberdeen venues</p> <p>5.19 Increase community access to our venues.</p>	
<p>No one will go without food due to poverty by 2026</p>	<p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen ( SPACE Project; Priority Families; Active Schools;).</p>	<p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development.</p> <p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p>	

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Addressing climate change by reducing Aberdeen’s carbon emissions by 42.5% by 2026 and adapting to the impacts of our changing climate.	<p>Providing strategic guidance and advice on future development proposals, planning applications to ensure sustainability.</p> <p>Calculation of and applying metrics to identify, measure and quantify CO2 emissions and energy consumption reduction across portfolio of venues that take account of variables.</p>	<p>2.1 Sustainable facilities delivering high quality services.</p> <p>2.12 Reduce energy consumption.</p> <p>2.22 Reduced CO2 outputs</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p>	
38% of people walking and 5% of people cycling as main mode of travel by 2026.	Walk Aberdeen programme across the city, increasing the number of opportunities for people to take part in high quality health walks.	1.21 Increased physical activity participation.	



	<p>Developed pathways back into sport and physical activity via Move More project for older adults and people with long term conditions.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; SPACE Project; Priority Families; Active Schools; Move More).</p> <p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Successful integration of Adventure Aberdeen (outdoor-education) and Adventure Speyside.</p>	<p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls).</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community development sectors.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p> <p>5.19 Increase community access to our venues.</p> <p>5.29 Better utilisation of resources/venues; Adventure Aberdeen (Outdoor Education, including cycling).</p>	
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**Education:**

Please provide further information in respect to any education programmes delivered.

The impact of Covid-19 and the widespread shift to home working as a result of the pandemic has not hindered Sport Aberdeen approach to staff training and continuing professional development (CPD) with over 600 training sessions undertaken, which included the following:

Course / Qualification	Participants
National Pool Lifeguard Qualifications renewals	41 staff
First Aid at Work Qualifications	7 staff
First Aid at Work Renewals	21 staff
Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) Health and Safety Management in Leisure and Cultural Facilities revalidations	12 staff
IHASCO Online Fire Warden training	34 staff
First Aid Trainer updates	14 staff
IHASCO GDPR training	
Cyber Security Training	
Mandatory Covid-19 inductions for all returning staff	

### Active Lifestyles Training

Training Courses	
Virtual walk Leaders training course	
Health Behaviour Change (Level 1)	
Health Behaviour Change (Level 2)	
Encouraging and Enabling Physical Activity	
GDPR E-Learning Course	
NHSG Pulmonary Rehab CPD	
Winter PR Induction Training	

### Employment

#### Please provide information about your volunteers, if you have any:

- What roles do your volunteers undertake within the organisation?
- Training and Policy in action?
- Example of volunteer success stories such as transition to employment?

The Covid-19 pandemic resulted in the cessation of active delivery of programmes, venues and services for a considerable period of the year. On re-opening, the relevant guidelines prevented the use of volunteers in many areas of the business for a substantial part of the year, either for reasons of social distancing, facility capacities to the fact that the volunteers themselves continued to shield. Our ability to engage with the usual number of volunteers has therefore been considerably reduced this year.

Nonetheless, there are still some considerable achievements, detailed below.

**Golf Aberdeen** – with golf being the first service to be able to be reactivated, 1,492 hours of volunteer effort were used to support the delivery of high quality services at both the 18 hole golf courses at Hazlehead Park.

Internally, 2 RGU students completed marketing and communication internships.

As part of our commitment to supporting our partners during the pandemic, 35 furloughed staff took on volunteer or secondment roles during lockdown. Additionally, 49 non-furloughed staff volunteer to support Bon Accord Care in care homes across the city.

## SECTION 2 – Users, Audiences, Participants and Investment

Please complete this section to report on the number of participants from each of the identified areas who have participated during the year.

Participants			Target	Total 2020-21
Total number of participatory opportunities created throughout programme				354,650
<b>Number of participatory opportunities targeted for priority groups</b>				
Young People under 16				
Young People 16-25				
Older People (65+)				4,505
Disability (mental health physical, sensory (e.g. BSL users) and carers of disabled people)				Included above
Ethnic minority communities including Gypsy/ Travellers			Management system not able to record	
Sexual orientation (LGBTQ)			Management system not able to record	
Residents of regeneration areas within Aberdeen City				
<b>SIMD Area</b>	<b>Members</b>	<b>% Totals Members</b>		
Torry	174	1%		
Middlefield, Mastrick, Northfield, Sheddocksley	994	7%		
Seaton	98	1%		
Tillydrone	174	1%		
Woodside	119	1%		
George Street	108	1%		
Other (please specify)				
DataHub enables interrogation of data and heat maps to identify participation of those within our database from SMID areas.				

Please complete this section to report on audience/visitor numbers in relation to your programming.

Users/Audiences	Total 2019/20	Target	2020/21
Total user/Audience/visitor Number			
User/Audience number from Aberdeen City	Approx 90% of users from within ACC area	No targets set – the stats provided are based on	

User/Audience number from the wider region or further	Approx 10% of users from outwith	periodic analysis for other purposes	
% of user/audience survey rating experience as 'excellent' or 'good'	93%		
<b>Safe, Clean and Ready Campaign</b> for welcoming customers back to Sport Aberdeen	N/A	N/A	
Cleanliness and Hygiene Physical distancing			4.7 / 5.0 4.7 / 5.0
<b>Aquatics Aberdeen</b>	93%		
% of recent leavers from the learn to swim programme would recommend the Aquatics Aberdeen programme			

We are keen to evidence the added economic value and social return of investment, as such we request that you please complete the table below.

Income 2020-21	Total £
Value of Grant(s) from Aberdeen City Council	5,194,827
External Grant funding	825,308
Sponsorship	0
Trading income	2,413,205
Other (please specify) – Operational income and Job Retention Scheme (JRS)	2,083,024
<b>Total add income</b>	<b>10,516,364</b>

### Showing Impact Through Social Value

During 2019/20 Sport Aberdeen had signed up to the UK-wide DataHub which enables it to identify the added value (social value) it generates as a result of some of its activities. It was the first Scottish Leisure Trust to do so and has continued to do throughout the 2020/21 financial year.

The Social Value Calculator is a tool for measuring social return on investment from Sport Aberdeen's activities, enabling Sport Aberdeen to demonstrate the value and positive impact that it has on communities of people and places. The programme enables Sport Aberdeen to clearly evidence the social value created from delivering sport and physical activity venues and other programmes run by the charity. The social value is translated into monetary worth and enables consistent and concise comparisons across the leisure sector, allowing Sport Aberdeen to benchmark against local and national competitors.

Attached as Appendix C is the graphical illustration of the social value calculated for the period April 2020- March 2021. The overall social value generated is £2,485,162 compared to a figure of £7,736,195 for the previous year. Although the impact of the corona virus pandemic is evident in these statistics, they do still show the positive impact that our services have provided.

This social value generated is broken down into key areas as follows:

**Health savings:** £395,454 as a result of reductions in coronary heart disease / stroke, diabetes, breast cancer, depression, dementia, colon cancer and reduced GP visits;

**Wellbeing savings:** £2,057,280 as a result of improved subjective wellbeing;

**Increased educational attainment:** £41,003 from savings to education for boys aged 11 – 18 and enhanced human capital; and

**Reduced crime:** £1,423 from reduced crime levels.

As a reminder, these savings are from indoor and outdoor programmes based in our leisure venues (excluding coached programmes) and do not include savings that are generated from the Active Schools programmes and Healthy Communities programmes. Given that these are based on regular participation, it would be expected that the company's social value is considerably more than these figures here indicate.

### Section 3 – Support Material

We recommend you provide up to five items of support material to help demonstrate the quality and impact of your activity. This may include; case studies, photographs, videos, web links, publications, marketing material, reports, participant testimonials and feedback. If emailing please keep all support material to under 5mb. Please supply details on your support material below	
By submitting this you are providing permission for each item to be used for publication. You should ensure you have the creators consent and accreditation is provided where necessary.	
Support Material 1:	<ul style="list-style-type: none"><li>• SUP @ Rubislaw: <a href="https://youtu.be/rZDeBZEEIFc">https://youtu.be/rZDeBZEEIFc</a></li></ul>
Support Material 2:	<ul style="list-style-type: none"><li>• Canoeing @ Rubislaw: <a href="https://youtu.be/sXEIZPeGyUA">https://youtu.be/sXEIZPeGyUA</a></li></ul>
Support Material 3:	<ul style="list-style-type: none"><li>• Winter PR:<ul style="list-style-type: none"><li>○ <a href="https://youtu.be/8fev18F_Zc8">https://youtu.be/8fev18F_Zc8</a></li><li>○ <a href="https://youtu.be/GCKgQo2oWbA">https://youtu.be/GCKgQo2oWbA</a></li></ul></li></ul>
Support Material 4:	<ul style="list-style-type: none"><li>• Let's Go Aberdeen (after lockdown 1): <a href="https://youtu.be/EMiWMBC46UU">https://youtu.be/EMiWMBC46UU</a></li></ul>
Support Material 5:	

### Section 4- Declaration on use of information

Aberdeen City Council collects and maintains the data on this form about your organisation for the purpose of contacting you in relation to the funding, monitoring purposes and to collate information for statistical and audit purposes. We will retain Personal Data for six years in accordance with the organisation's Corporate Records Retention and Disposal Schedule and for the purpose of administering, processing and assessing your report.

For the purposes of processing this information Aberdeen City Council is the Data Controller. The Information Commissioner Office is the UK's regulator of data protection law ([www.ico.org.uk](http://www.ico.org.uk)). More information about all of the rights you have is available on our website at: <https://www.aberdeencity.gov.uk/your-data>.

Whenever the Council processes personal data we need to make sure we have a basis for doing so. We understand our basis in GDPR to be Article 6(1)(e) as we consider that it is in our public task to collect this information under our powers set down in the Local Government and Planning (Scotland) Act, 1982 section 14, as amended by section 128 of the Local Government etc. (Scotland) Act, 1994. The act provides for us doing or contributing towards the

expenses of providing or doing, anything necessary or expedient for the purpose of ensuring that there are facilities available for recreational, sporting, cultural or social activities as we consider appropriate.

To confirm that all information included in this report is accurate and that you have read and followed the terms and conditions, please sign and date below. If submitting by email an electronic signature or the typed name of the appropriate contact should be inserted.

**Name:**            **Alistair S Robetson & Jill Franks**

**Date:**            **27/09/2021**